

Message Text

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PAGE 01 ZAGREB 00565 291800Z
ACTION EUR-12

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P R 281534Z JUN 77
FM AMCONSUL ZAGREB
TO USIA WASHDC PRIORITY
INFO SECSTATE WASHDC 4573
USDOC WASHDC
AMEMBASSY BELGRADE

UNCLAS ZAGREB 565

E.O. 11652: N/A
TAGS: BEXP, YO
SUBJECT: STATUS REPORT - ZAGREB FALL FAIR

REF: A) KOSAKOFF/HAMILL TELCON 6/16/77; B) USIA 9185

1. SUMMARY: WITH LESS THAN THREE MONTHS REMAINING BEFORE THE
OPENING OF THE ZAGREB FALL FAIR, CONGEN HAS INTENSIFIED PRE-
PARATIONS FOR U.S. EXHIBITION. A BRIEF STATUS REPORT, KEYED
TO QUESTIONS POSED BY USIA/ICS (REF A) FOLLOWS. END SUMMARY

2. RECRUITMENT: CONGEN IS NOW IN FINAL STAGE OF RECRUITMENT
CAMPAIGN TO FIND U.S. COMPANIES OR THEIR YUGOSLAV AGENTS TO
FILL THE TWELVE BOOTHS PROVIDED IN EXHIBIT DESIGN. WITH ASSIST-
ANCE OF EMBASSY AND USIS BELGRADE, BEGINNING IN APRIL WE
PRINTED AND MAILED BROCHURES AND PERSONAL LETTERS TO MORE THAN
150 U.S. COMPANIES AND 50 YUGOSLAV AGENTS. TO DATE WE HAVE
RECEIVED SEVEN COMMITMENTS FOR SPACE, INCLUDING ONE FROM DOW
CHEMICAL FOR 80 SQUARE METERS. OTHER U.S. COMPANIES REQUEST-
ING SPACE THROUGH THEIR YUGOSLAV AGENTS INCLUDE 3M, RAYPACK,
FEDDERS, CHRYSLER MARINE, KIMBALL, AND GAF. PARTICIPATION
AGREEMENT, BASED UPON COMMERCE AGREEMENT FOR "COMMERCIAL PRES-
ENCE FAIRS" WAS MAILED TO THESE COMPANIES IN EARLY JUNE (COPY
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PAGE 02 ZAGREB 00565 291800Z

POUCHED TO USIA/ICS). CONGEN NOW FOLLOWING UP WITH OTHER
COMPANIES WHICH EXPRESSED INTEREST OR REQUESTED ADDITIONAL
INFORMATION. FROM THIS GROUP WE EXPECT STILL TO SATISFY CONDI-
TIONS ON MINIMUM NUMBER OF PARTICIPANTS (REF B).

3. DOW CHEMICAL BOOTH. BASED ON USIA REDESIGN OF EXHIBIT
LAYOUT, CONGEN HAS OFFERED DOW CHEMICAL 80 SQUARE METERS OF

SPACE IN U.S. PAVILION FOR DOLS 3,000. DOW WILL PROVIDE AND ERECT ITS OWN BOOTH. BECAUSE DOW WILL OCCUPY THE SPACE ORIGINALLY PLANNED FOR EXHIBITOR'S LOUNGE AND VTR VIEWING AREA, CONGEN WITH USIA CONCURRENCE REQUESTED ADDITIONAL SPACE ON MEZZANINE FROM FAIR AUTHORITY. FAIR AUTHORITY HAS AGREED TO RENT THE REQUIRED 143 SQUARE METERS AT DOLS 20 PER SQUARE METER, THE SAME PRICE AS GROUND FLOOR SPACE.

4. CONSTRUCTION BID: CONGEN RECEIVED ON JUNE 21 ORAL NOTIFICATION OF CONSTRUCTION BID FROM "INTERPUBLIC". INTERPUBLIC FAIRS DIRECTOR OBRANOVIC SAID THAT CONSTRUCTION, MOUNTING, ETC. OF ALL ELEMENTS WILL COST DOLS 20,600. WE ARE STILL WAITING TO RECEIVE WRITTEN CONFIRMATION AND BREAKDOWN OF COSTS FOR EACH ELEMENT. REVISED BID, WHICH INCLUDES NEW ARRANGEMENTS FOR LOUNGE AND VTR AREA AND THE NOT PREVIOUSLY INCLUDED ITEMS OF LOUNGE FURNITURE AND SILK SCREENING OF PANELS IN USIA EXHIBIT, IS ALMOST DOLS 4000 HIGHER THAN ORIGINAL BID OF DOLS 16,620. WE WOULD APPRECIATE USIA REACTION TO BID, PARTICULARLY IN VIEW OF THE INCREASE OVER THE AMOUNT OF THE ORIGINAL BID.

5. ACCESS TO PAVILION: THE FAIR AUTHORITY HAS TOLD US THAT EXHIBITORS NORMALLY ARE PERMITTED TO ENTER PAVILIONS FIFTEEN DAYS BEFORE SEPTEMBER 9 FAIR OPENING. IF NECESSARY, IT MIGHT BE POSSIBLE TO ENTER THE PAVILION AN ADDITIONAL FIVE TO EIGHT DAYS EARLIER. FYI: PAVILION IS CURRENTLY BEING USED FOR STORAGE, AND IT MIGHT BE POSSIBLE TO STORE SOME ELEMENTS OF

UNCLASSIFIED

PAGE 03 ZAGREB 00565 291800Z

USIA EXHIBIT INSIDE BEFORE THE PAVILION IS OPEN FOR ACTUAL EXHIBIT CONSTRUCTION WORK.

6. CONGEN APPRECIATES FLEXIBILITY OF USIA IN HANDLING MODIFICATIONS OF EXHIBIT PLANS. WE LOOK FORWARD TO ARRIVAL OF EXHIBIT DIRECTOR NIGLIS. KAISER

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Decaption Note:
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Disposition Approved on Date:
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